

ORDER



Orders
Order / Rev: 725500
Alt Order #: 06399323
Product Desc: BALDWIN ADD
Estimate: BALDWIN ADD
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 11/01/12 / 11/01/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Shorr, Johnson, Magnus/POL
Buying Contact:
Billing Contact:
 1831 Chestnut St. #602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Baldwin, T/ D/ Senator-WI
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	20	\$26,275.00	\$22,333.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	20	\$26,275.00	\$22,333.75	0.00
Totals	20	\$26,275.00	\$22,333.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/30/12	11/02/12	Today Show Today Show	CM	7-9a	- TWTF - -	:30	7	\$900.00	P-4	0.00	NM	7	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		7			\$900.00			0.00			
2	KARE	10/30/12	11/02/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	- TWTF - -	:30	4	\$1,000.00	P-4	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		4			\$1,000.00			0.00			
3	KARE	10/31/12	10/31/12	M-F 430-5p Jeopardy	CM	430-5P	- - W - - -	:30	1	\$1,350.00	P-4	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - W - - -		1			\$1,350.00			0.00			
4	KARE	11/04/12	11/04/12	Post NFL Late News Post NFL Late News	CM	1030-1105P	- - - - - S	:30	1	\$3,375.00	P-4	0.00	NM	1	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S		1			\$3,375.00			0.00			
5	KARE	11/03/12	11/03/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	- - - - - S-	:30	1	\$3,375.00	P-4	0.00	NM	1	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S-		1			\$3,375.00			0.00			
6	KARE	11/02/12	11/02/12	M-F 10-1035p KARE News 10p	CM	10-1035P	- - - - F - -	:30	1	\$3,375.00	P-4	0.00	NM	1	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - F - -		1			\$3,375.00			0.00			

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KARE	11/05/12	11/05/12	Today Show Today Show	CM	7-9a	M-----	:30	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		2				\$1,000.00		0.00			
8	KARE	11/05/12	11/05/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	M-----	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,000.00		0.00			
N 9	KARE	11/05/12	11/05/12	M-F 430-5p Jeopardy	CM	430-5P	M-----	:30	1	\$1,000.00	P-4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KARE	11/05/12-11/11/12	M-F 430-5p		430-5P	M-----	:30		(\$1,000.00)		0.00	NM		
	Credited														
10	KARE	10/31/12	11/02/12	M-F 1130a-12p Jeopardy	CM	1130a-12p	--WTF--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		1				\$500.00		0.00			
N 11	KARE	11/02/12	11/02/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	----F--	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$1,000.00		0.00			
													Totals	20	\$26,275.00